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# RETHINKING YOUR JOB SEARCH IN A CHANGING MARKET

**Prepared For: HUMAN RESOURCES PROFESSIONALS  
ASSOCIATION OF PEEL**

**Prepared By: JIM NEVINS  
President, LMC International Inc.  
jnevins@lmcint.com**

**Grant Clark  
President, Solutions for HR Inc.  
grant.clark@solutionsforhr.com**

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20 BAY STREET, SUITE 1100, TORONTO, ONTARIO M5J 2N8  
TEL: (416) 928-9571  
ASSOCIATES ACROSS CANADA

# INTRODUCTION

- “*Interesting*” times for professionals in transition; particularly those in Human Resources
- Your Job search needs to reflect the challenges faced by business – economic uncertainty and structural changes

## FACTORS AFFECTING COMPANIES AND WHERE THEY LOCATE JOBS

- Free Trade – North Americanization of business
  - Shift of executive jobs to the US
- Globalization – considers the most efficient way to structure organizations and service consumers globally
  - Outsourcing high value jobs to other countries
  - Looking for experienced executives who have worked in other countries or reported to senior leaders in other countries
- Technology – Has changed where jobs need to be located
- Outsourcing – Certain roles and entire functions in HR

# KEY COMPONENTS OF JOB SEARCH IN TODAY'S MARKET

- **Resume** – show you can “*hit the ground running*”
  - Relevant experience and industry knowledge
  - Good HR people today have a solid business knowledge
  - Must understand and demonstrate ‘value add’ to business/organization
  
- **Networking** – Essential but not easy as “*all professionals are too busy*”
  - Approach – network with others to see what you can do for them as well as what they can do for you
  - Good contacts – keep in touch other than an update on your job search
  - **How?**
    - Go to events – Mississauga Board of Trade, HRPAP, Rotman School of Management, industry meetings, etc.
    - Join Groups / Associations relevant to your job search strategy and create visibility
    - **Are you an effective networker and how do you know?**
  
- **Linkedin** – critical component to networking (Fortune: March 25, 2010)
  - Include industry contacts that demonstrates your connections (enhances marketability)
  - Secure recommendations from important sources
  - Join groups – demonstrates expertise and maintains visibility
  - Update profile on a regular basis

## ■ Other Social Media

- Twitter – use to demonstrate professional expertise and draw attention of people who will want to hire
- Actively reach out – following and networking with industry recruiters and others
- Start a blog – bloggers are internet thought leaders; establish yourself as an online authority in your field
- Merge business and personal enough to show people you can relate – people do business with people

## YOUR BRAND

- Decide how you will brand and market yourself – differentiate yourself in the marketplace
- Build a ‘personal brand’ – positive and branded professional content

## SEARCH FIRMS

- Network even when applying to a posted job by a search firm (Fortune: April 2, 2010)
- Don't use only the well known or branded firms; many jobs are listed with smaller lesser known firms – seek them out

## STYLE OF JOB SEARCHING

- For some professionals, treating job search as a full-time job
- For others, they need to be working (contract assignments) while job searching and networking
- HR consulting firms are often looking for those with specific skills for project or 'on call' assignments

**What is your style?**

**How have you positioned yourself in your resume?**

## HOLIDAY SEASON

- **Myth** – nothing happens
- **Reality** – best time of the year to network

# TODAY'S HR JOB MARKET

- Most opportunities at managerial level
- More generalist than specialist roles
- More competition from those with advanced credentials
- Looking for 'business partner' , coaching, achieving business results, diversity of experience
- Demonstrate accomplishments tied to business results - specific
- Knowledge of change management
- Strategic rather than tactical; no longer a policing role
- HR candidates held to a higher level of professionalism by employers
- Be willing to leave the profession for a while to 'grow'
- **When re-employed – maintain your network**